



Internet Safety and Digital Citizenship Poster

School/Teacher Name: _____

Student Name: _____

CATEGORY	4	3	2	1
Followed Guidelines	The poster includes all required elements as well as additional information.	All required elements are included on the poster.	All but 1 of the required elements are included on the poster.	Several required elements were missing.
Spelling and Grammar	All slogans, jargon and language usage are correct and support the themes of Internet Safety or Digital Citizenship. It is evident by text of the poster that the student is aware of current Internet terminology and jargon.	All slogans, jargon and language usage are mostly correct and support the themes of Internet Safety or Digital Citizenship .	The slogans and language usage are mostly correct but show only limited awareness of current Internet terminology and jargon.	There are misspelled words and/or grammar errors that detract from the poster's effectiveness.
Attractiveness	The poster is exceptionally attractive in terms of design, layout, and neatness.	The poster is attractive in terms of design, layout and neatness.	The poster is acceptably attractive though it may be a bit messy.	The poster is distractingly messy or very poorly designed. It is not attractive.
Content	The content of the poster grabs the viewer's attention and successfully delivers a hard hitting message about Internet Safety or Digital Citizenship.	The content of the poster gets the viewer's attention and successfully delivers a message about Internet Safety or Digital Citizenship.	The content of the poster addresses the themes of Internet Safety or Digital Citizenship, but not in an attention grabbing manner.	The content of the poster is limited and does not effectively say anything about Internet Safety or Digital Citizenship.
Originality/Creativity	The poster reflects an exceptional degree of student creativity and the use of original ideas.	The poster reflects student creativity and the use of some original ideas.	The poster displays some creativity and limited original thinking.	The poster lacks creativity or original thinking.
Message Effectiveness	The images, colors and lettering of the poster work together resulting in visual effective design that delivers a strong message about Internet Safety or Digital Citizenship.	The images, colors and lettering of the poster mostly work together to delivers a strong message about Internet Safety or Digital Citizenship.	The images, colors, and lettering don't work effectively in making a point about Internet Safety or Digital Citizenship.	The message of the poster is weak and not weak and not supported by the images, color and lettering choices.



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Internet Safety and Digital Citizenship PSA

School/Teacher Name: _____

Student Name: _____

CATEGORY	4	3	2	1
Followed Guidelines	This PSA includes all required elements as well as additional information.	All required elements are included in the PSA.	All but 1 of the required elements are included in the PSA.	Several required elements are missing.
Audience Appeal	The PSA is attractive to the listener and maintains their interest from beginning to end of the broadcast.	The PSA catches listener attention early, but wanes before the end of the PSA broadcast.	The PSA has moments of audience appeal, but it is brief.	The PSA has no audience appeal and listeners mostly ignore the broadcast segment.
Content	The PSA is exceptionally rich in content and Internet Safety or Digital Citizenship informational material.	The PSA conveys some Internet Safety or Digital Citizenship informational material.	The PSA conveys minimal Internet Safety or Digital Citizenship information.	The PSA has no evident Internet Safety or Digital Citizenship information.
Timing	The PSA is between 28.7 and 29.2 seconds in length	The PSA is between 28.0 and 28.7 or is between 29.2 and 30 seconds in length.	The PSA is between 26 and 28 seconds or between 30 and 32 seconds in length.	The PSA is less than 26 seconds or more than 32 seconds in length.
Technical Quality	A high degree of technical skill is evident in the production of this PSA. The technical aspects are very effective and add to the effectiveness of the PSA.	Good technical skill is evident in thi PSA and adds to the quality of the PSA.	Some technical skill is evident is the creation of this PSA, but adds little to the effectiveness of the PSA.	Very little technical skill was evident in the production of this PSA.
Originality/Creativity	The PSA reflects an exceptional degree of student creativity and the use of original ideas.	The PSA reflects student creativity and the use of some original ideas.	The PSA reflects some creativity, but limited original thinking.	The PSA reflects a lack of significant creativity or original thinking.
Message Effectiveness	The combination of creativity, technical skill, and audience appeal are very effective in delivering a strong message about Internet Safety or Digital Citizenship.	The combination of creativity, technical skill, and audience appeal deliver a clear message about Internet Safety or Digital Citizenship.	The PSA intent is understood, but has little motivational value.	The Internet Safety/Digital Citizenship message is not understood well in the PSA.



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